

What makes Visualization Effective?



Ronny Verlet

Half the money I spend on
Advertising is wasted;
the trouble is I don't know
which half.

John Wanamaker

Have you ever been able to justify the money spent on Advertising? **NO !**

So, you only can work on those elements that influence the effectiveness of capture.

Start with

CONTENT, DESIGN, and STYLE .

Werner Reinartz and Peter Saffert in an article of Harvard Business Review from June 2013 give some hints. **Ref[1]**

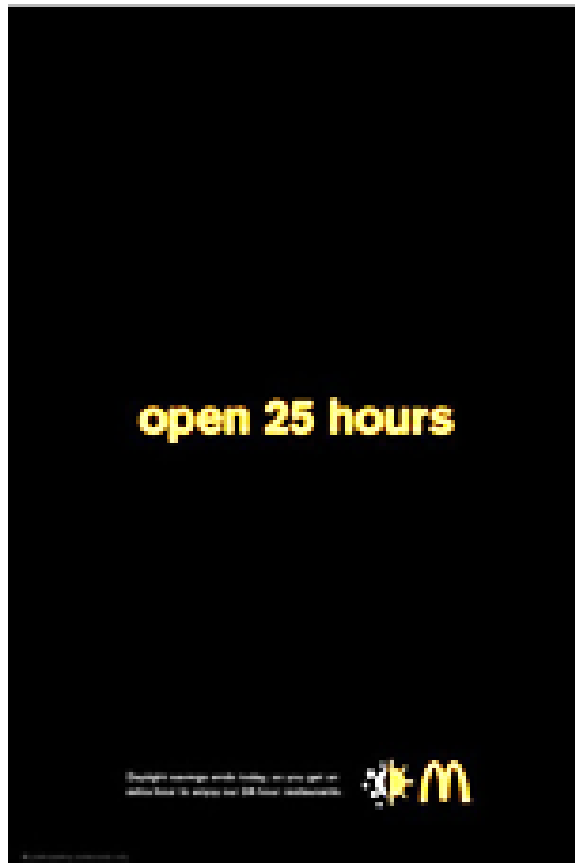
Read the original article via:

<http://www.scribd.com/doc/162427988/Advertising>

Which are the Design Elements that play a role in *appeal* ?

- **Originality**: is something original presented not thought about before. Is it unique?
- **Elaboration**: to what extent is the subject or object of the advert explained in the right context.
- **Artistic**: is the design being appreciated from artistic content.
- **Synthesis**: is a summary presented of all aspect around the content of the advert.
- **Flexibility**: how can the advert be read; are there many more messages or ideas possible.

Originality: is something original presented not thought about before? Is it *unique*?



Originality: is something original presented not thought about before? Is it *unique*?



The idea might be original, but romanticism is not biophysical



Another idea that turns out in a bad taste.



Elaboration: to what extent is the subject or object of the advert explained in the right context



The design of the bar holds the shapes of the Camel brand.



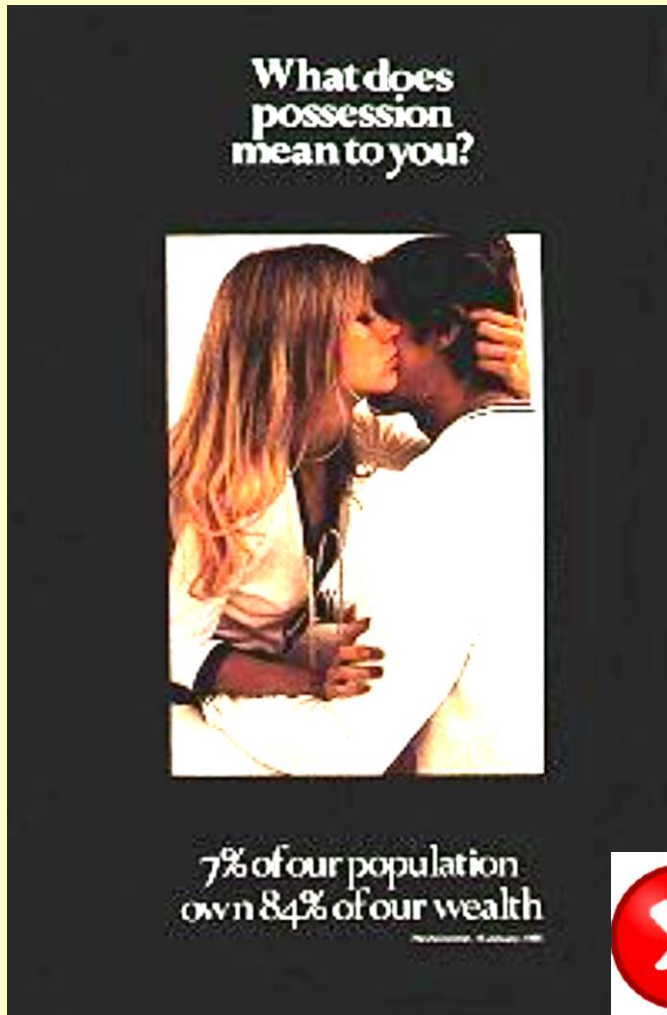
Advert explained in the right context

to what extent is the subject or object of the advert explained in the right context?

In this advert, we miss any direct link with the product or service from the brand or the event.



Elaboration: to what extent is the subject or object of the advert explained in the right context.

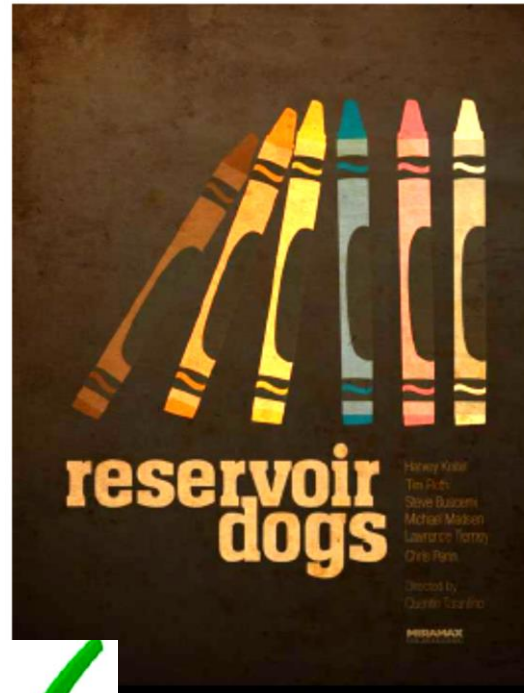


The text

*"What does possession means to you?"
"7% of our population own 84% of our wealth";*

---- does not match with the picture of a loving couple.

Artistic: is the design being appreciated from artistic content ?



#DieselReboot



Synthesis: there is a summary presented of all aspect around the content of the advert?

Tekst:

'The best things in life
come from Cellophane'

Cellophane
DUPONT'



Flexibility: how fluent can the advert be read; are there many more messages or ideas possible?
A need to puzzle?



This ad is from a cable manufacturer indicating that square, flat and round shapes are produced.

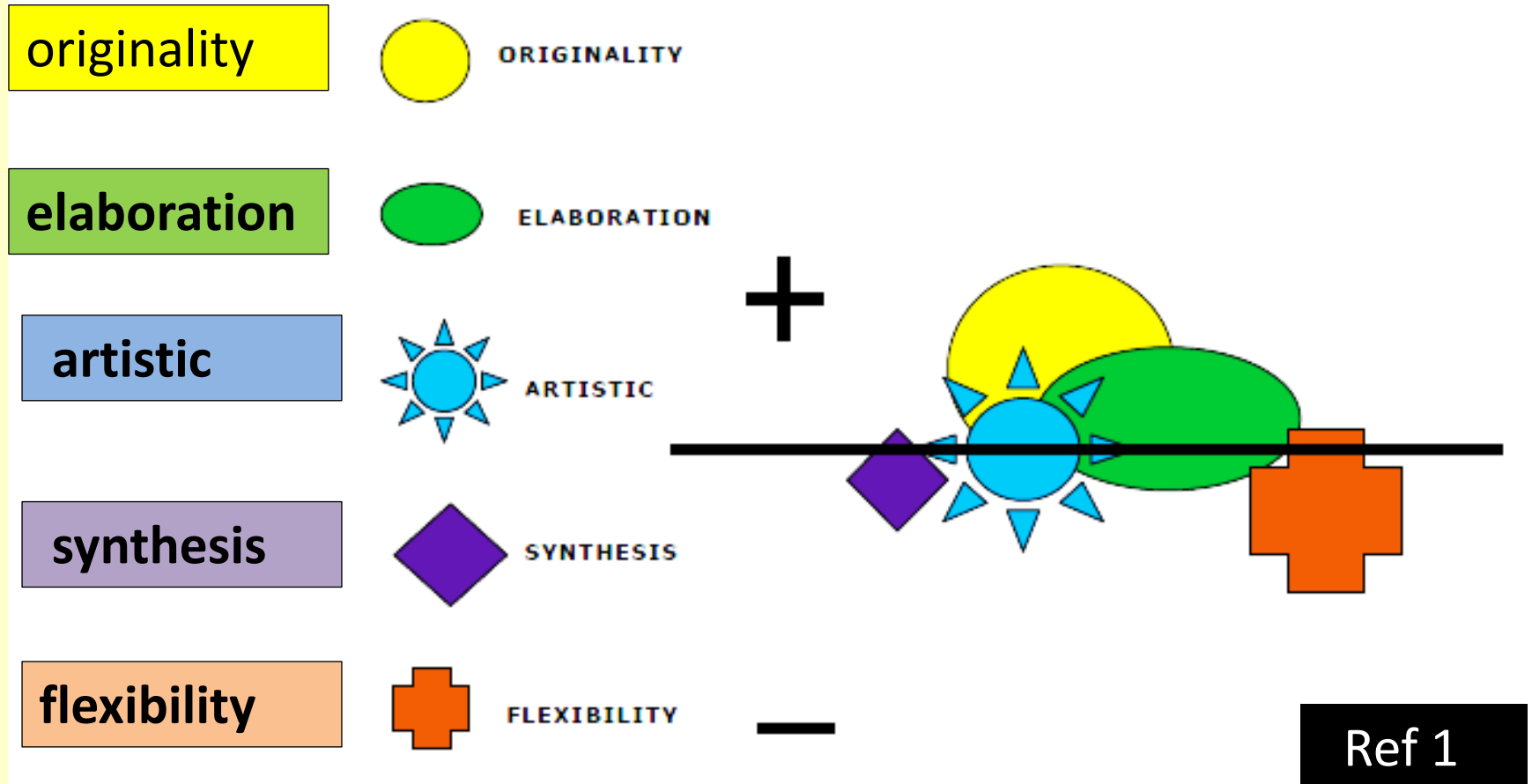


In this ad for an event, you have to discover the word ART and MODERN. People do not like to puzzle in adverts.



What makes the Design of an Advert Effective?

The Influences of the Design features on the effectiveness for Appeal.
Originality is a clear positive contributor, **Elaboration** as well. **Flexibility** (messages should not be unambiguous) is rather negatively affecting Appeal.



What makes the Design of an Advert Effective?

Even more important is to apply **the right *Combination*** of the design elements.

ORIGINALITY in combination with ***ELABORATION*** or ***ARTISTIC*** are the best combination for appeal.

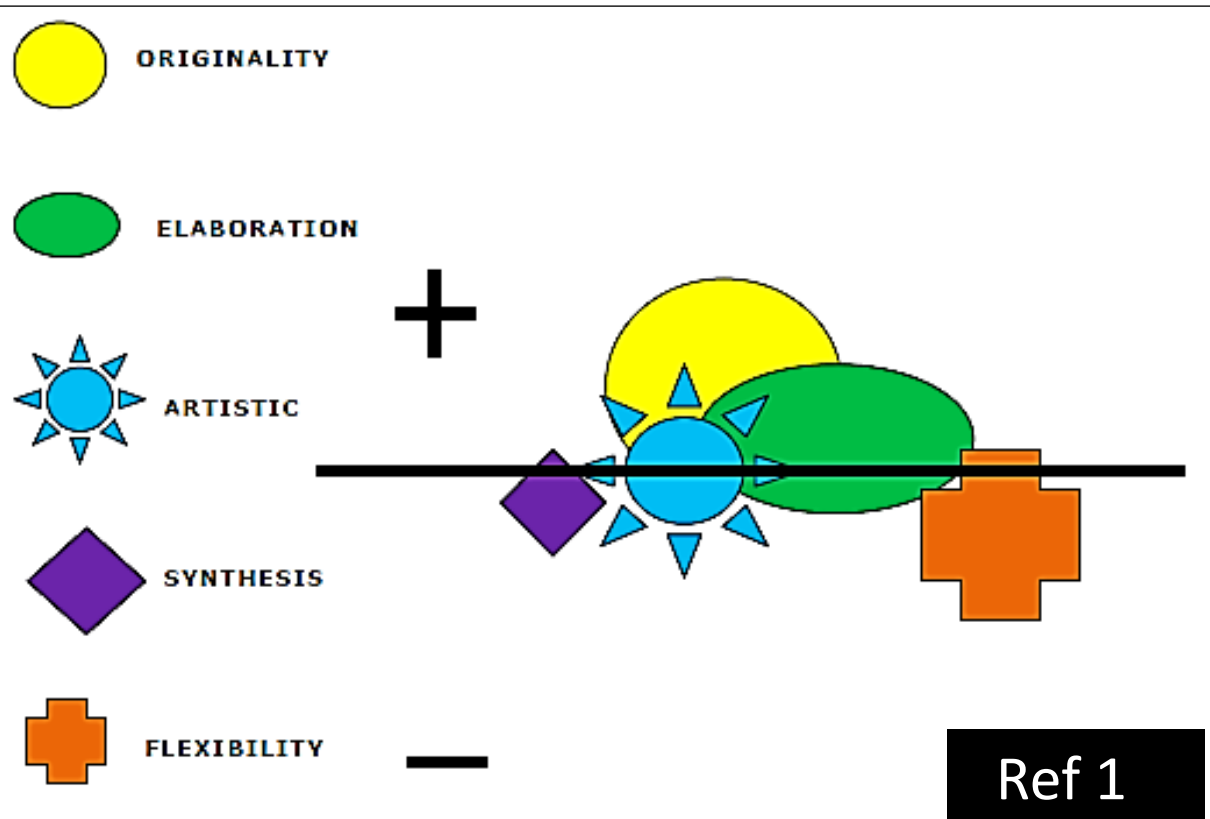
originality

elaboration

artistic

synthesis

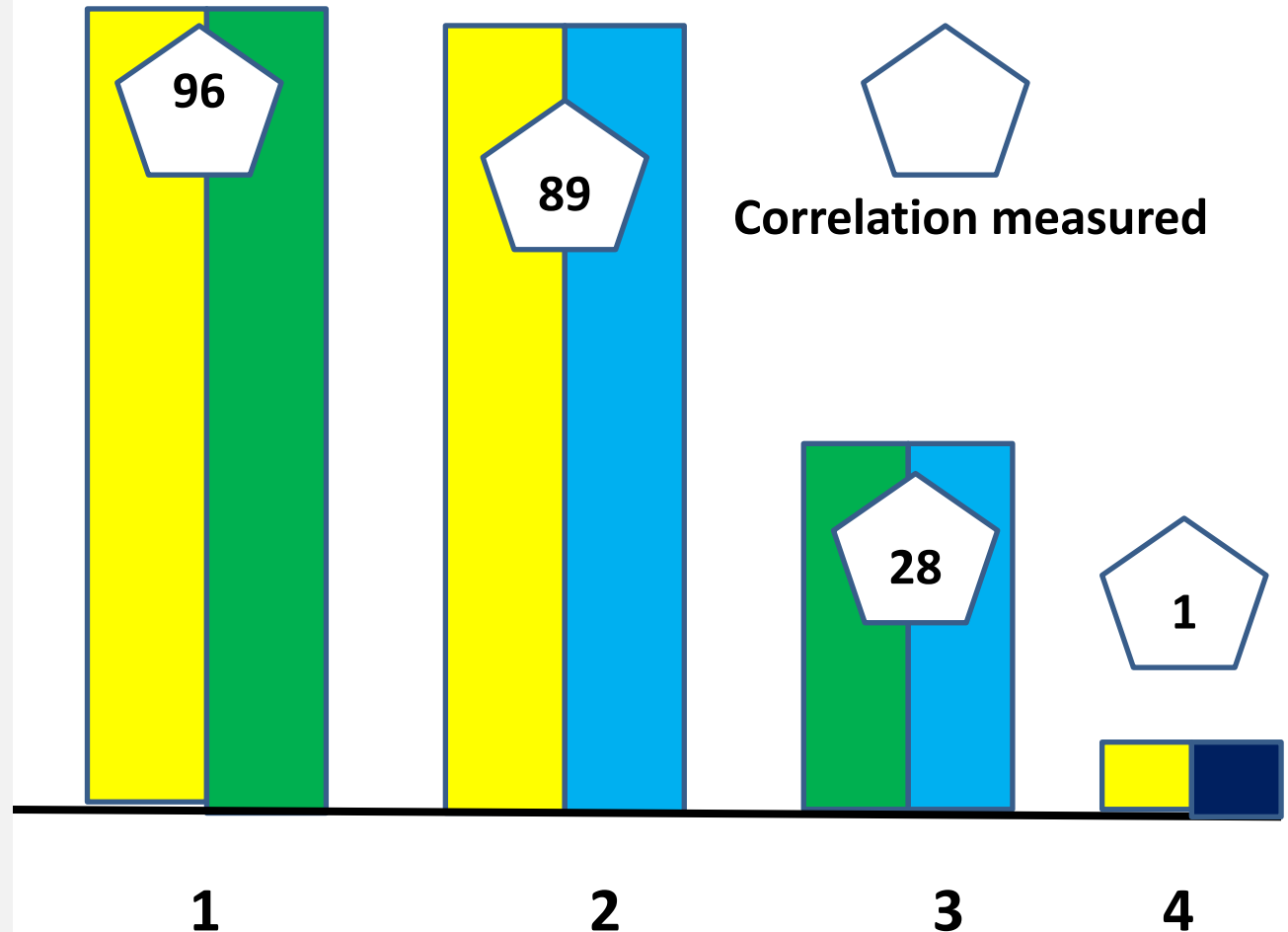
flexibility



What makes the Design of an Advert Effective?

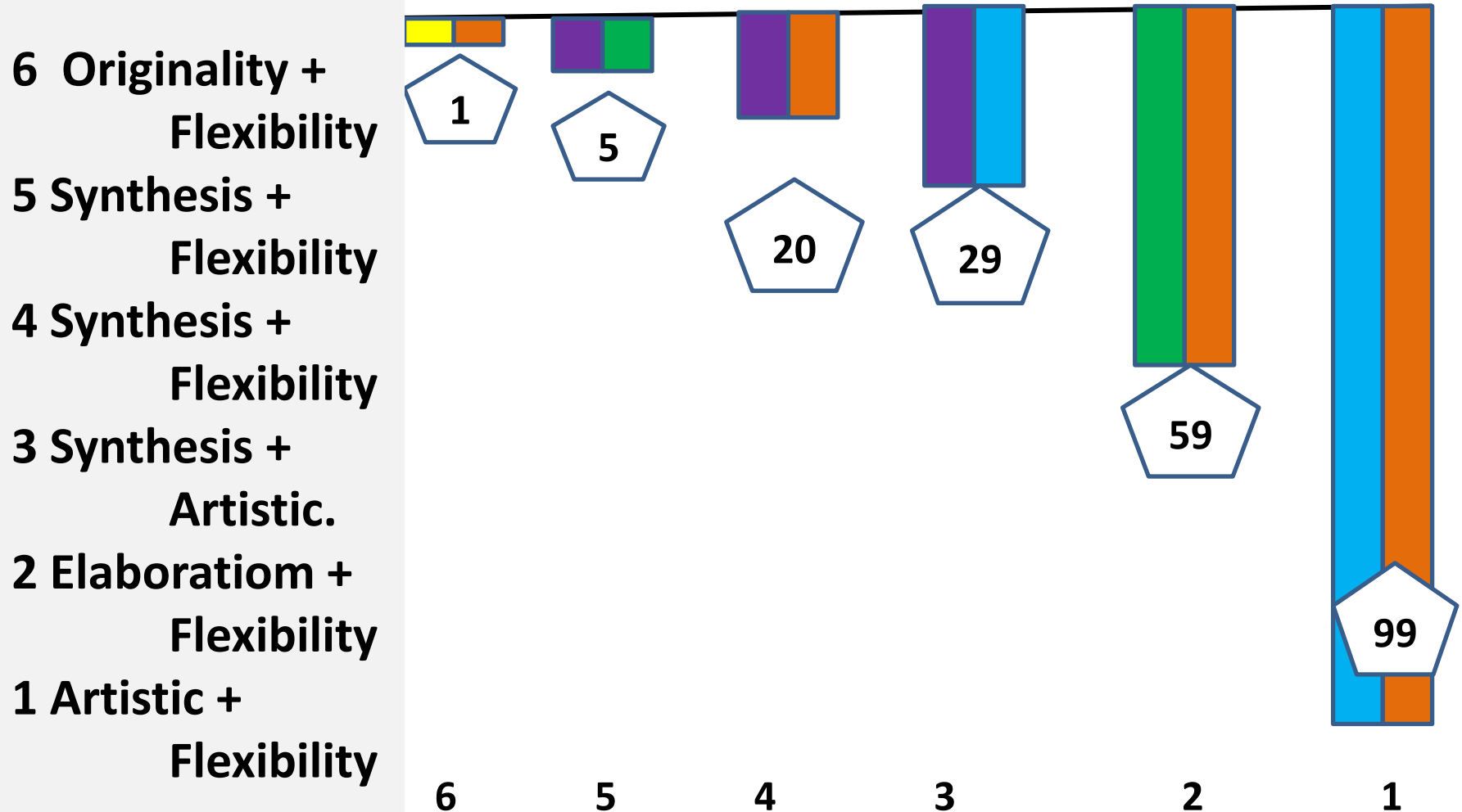
RELATIVE **POSITIVE** INFLUENCES ON AD EFFECTIVENESS

- 1 Originality and Elaboration are the best combination.
- 2 Originality and Artistic do also well.
- 3 Elaboration and Artistic are positive as well. But minor.



What makes the Design of an Advert Effective?

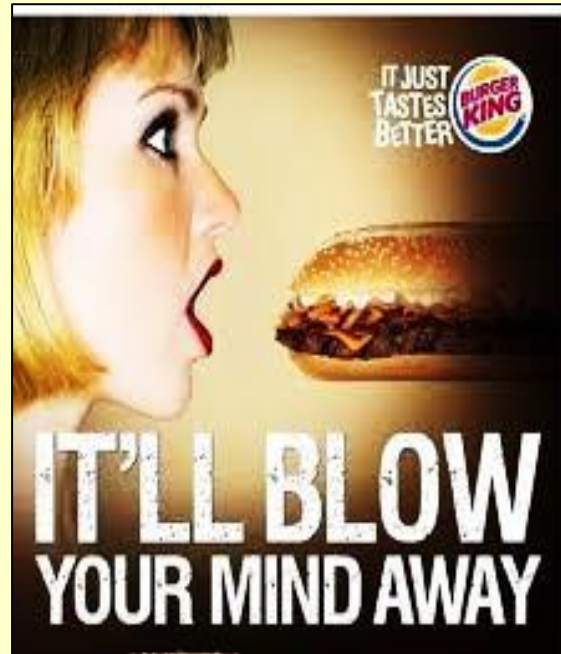
RELATIVE **NEGATIVE** INFLUENCES ON AD EFFECTIVENESS



Avoid cultural, ethical, and social blasphemy what can make an advert a disaster?

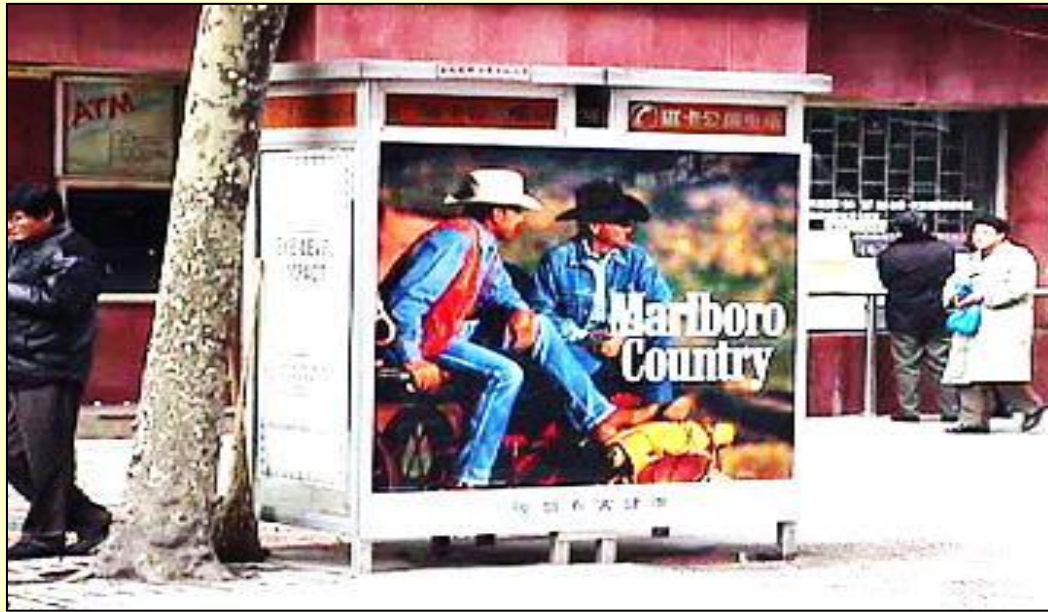


now 100% halal



now hiring





This ad for Marlboro cigarettes is a mistake in China. A cowboy is a low-class figure riding a horse which is a noble symbolic animal in the Chinese mind.

This paint brand wants to illustrate the superior quality but is using a cultural item of a temple and the dragon, China's most prominent icon, which cannot hold on the painted pillar. It backfired severely for that company.



Two toy brands in China: Matell and Lego.



Barbie failed to become a cultural icon in China. It is simply an American consumption icon., moreover Barbie's sexy appearance is deemed as an "original sin" in China and the pricing too high.

Lego fits its figures playfully and in an educational way in Chinese culture. Lego is an activity and learning for the children to enter the real-life away from unrealistic phantasy.



After the style and the content
follows the COMPOSITION.

Have your displays and
presentations inspired by
Wassily Kandinsky.

A good Display and Presentation is drawn by an Artist.

Learn some basic principles from the great artist Wassily Kandinsky who reveals the tricks in his book
' Point and Line to Plane ' 1926.

An excellent Presentation is drawn by an Artist.

When you design a product promotion, a theatre stage, an advert, a PowerPoint presentation, an invitation or just a simple message on a sheet of paper, apply the rules of **Semiotic Design** to transmit your message effectively.

1 Choose the right viewing Field.

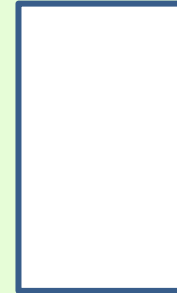
From *Landscape* to *Portrait*.

This gives a first *sensual* feeling of

COOL

or

WARM.

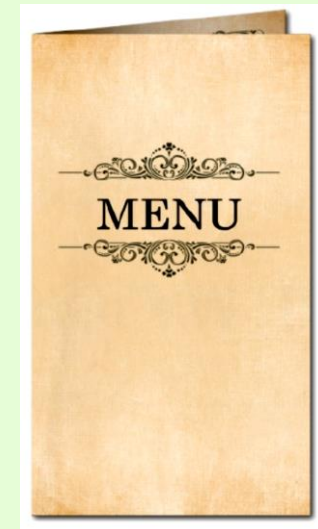
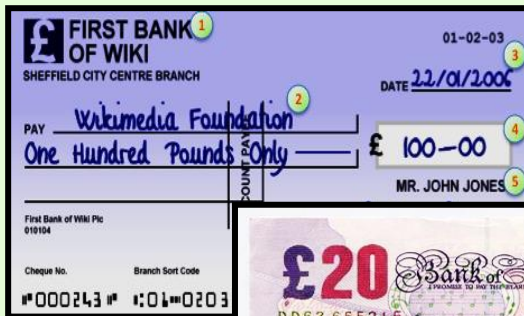


or

rational

versus

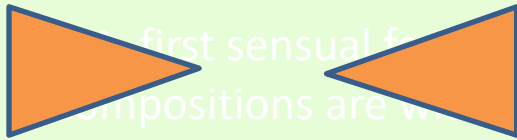
emotional.



2 Main directions and axes.

From Horizontal to Vertical.

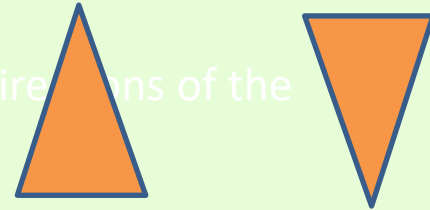
A first sensual feeling comes from how the main directions of the compositions are within the frame.



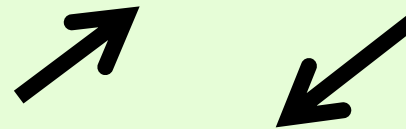
at rest and cold



disharmonic



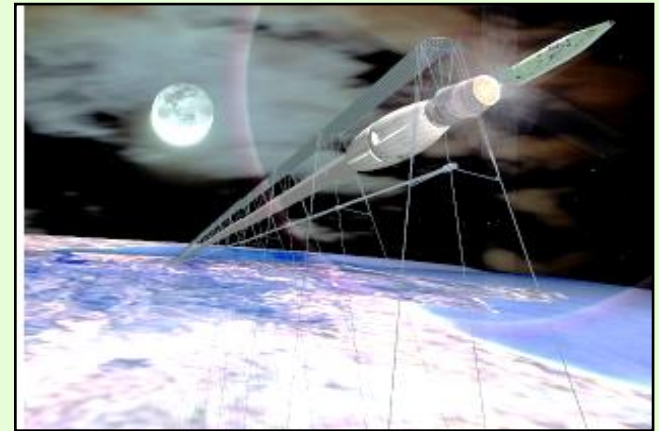
at rest and warm



harmonic

Main Directions and axes. From Horizontal to Vertical.

Examples



Which of these two pictures gives the best feeling, most trustful?

Even writing a mathematical formula can create a difference in affection (for the math lovers).

$$\begin{aligned} 144V^2 = & a^2a_1^2(b^2 + b_1^2 + c^2 + c_1^2 - a^2 - a_1^2)^2 \\ & + b^2b_1^2(c^2 + c_1^2 + a^2 + a_1^2 - b^2 - b_1^2)^2 \\ & + c^2c_1^2(a^2 + a_1^2 + b^2 + b_1^2 - c^2 - c_1^2)^2 \\ & - (bca_1)^2 - (cab_1)^2 - (abc_1)^2 - (a_1b_1c_1)^2. \end{aligned}$$

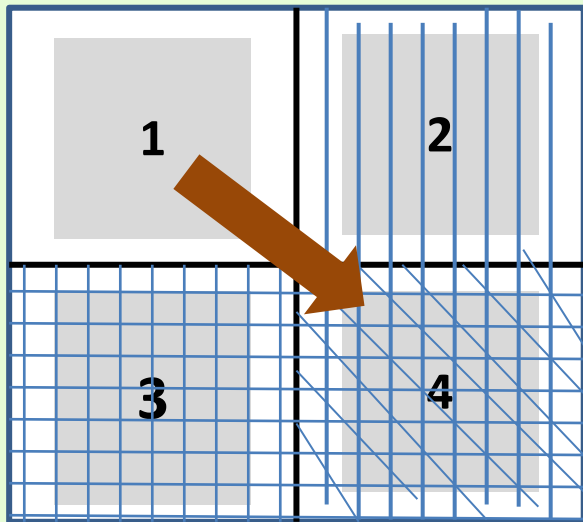


1	2	3	4	...
↓	↓	↓	↓	↓
x_1^1	x_1^2	x_2^1	x_1^3	...

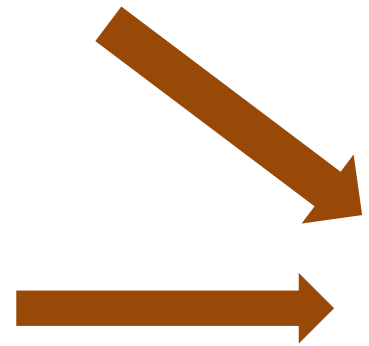


4 Weight and Accessibility within the frame.

The place the different topics occupy will affect the topic.
There is the **WEIGHT** and the **TRESHOLD / RESISTANCES**.



The *reading* direction is
diagonal
and from **left** to **right**,

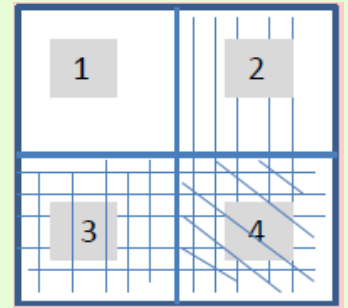


what puts the maximum weight on sector
4.

The introduction starts in **1**
and the lasting impression remains in **4**.

For the cohesion of the topics to **2** and **3** we first have to learn
the next visual attraction.

Weight and Accessibility within the Frame



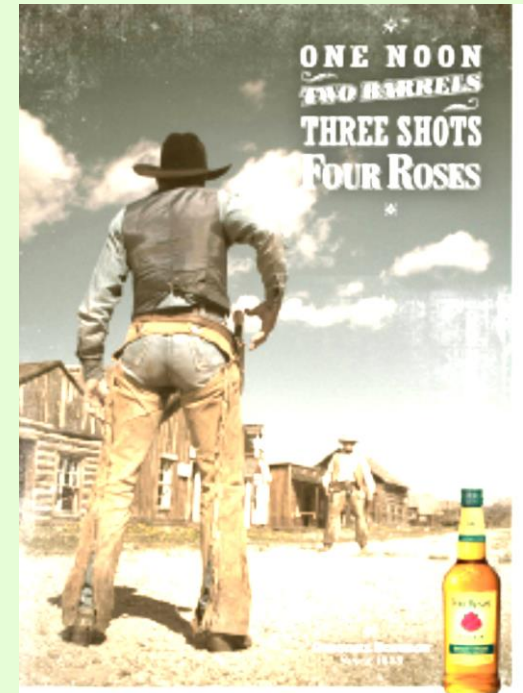
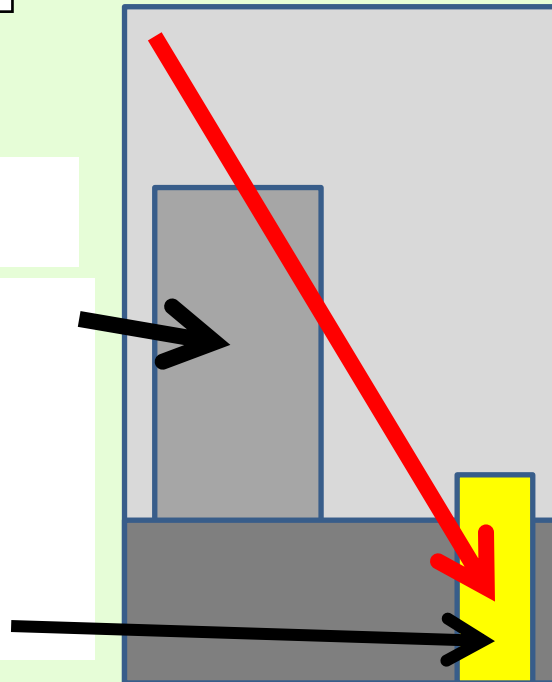
No good filling of weight

Good filling of weight

Area of trust



The Brand

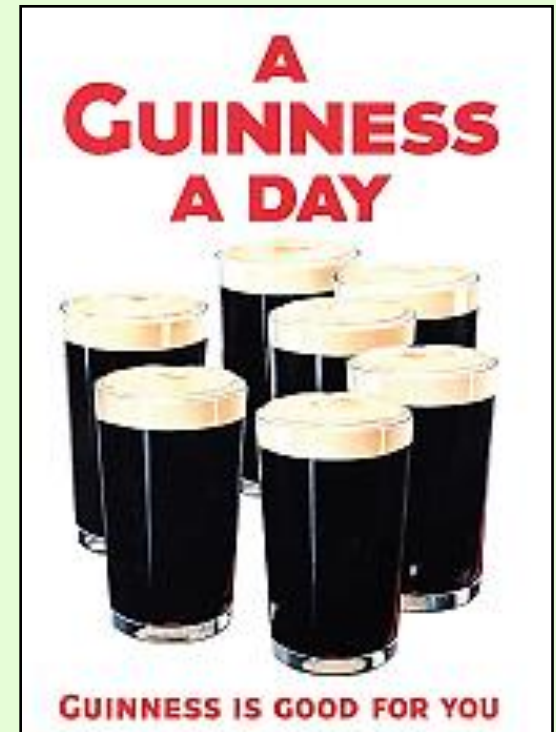


Weight and Accessibility within the frame.

TRESHOLD and RESISTANCES.

The topics and
ideas positioned
in these areas,
tend to fix
themselves or to
get blocked.

A heavy beer



Weight and Accessibility within the frame.



Mario Sironi

Messengers come from the left.



When you make a presentation you should position to the left of your audience



Weight and Accessibility within the frame: **Resistance**

The blockage (limit) of the tracks is the right edge of 2.
In 2 is the train expected to arrive.
In 1 she missed the train.



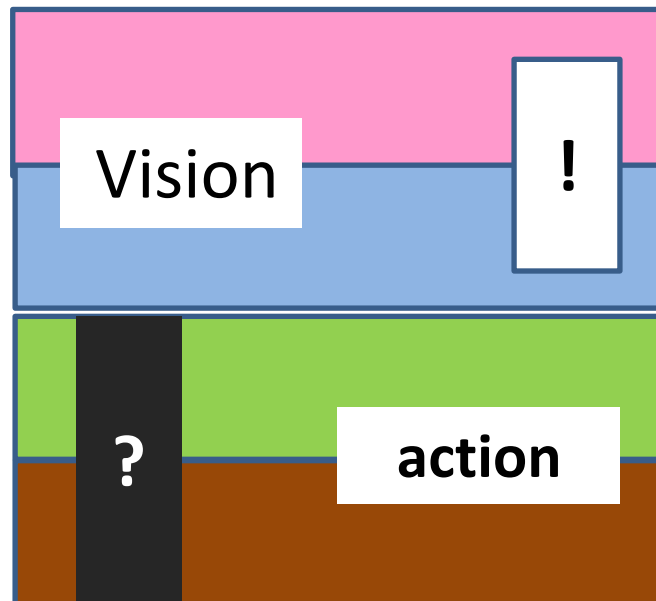
2



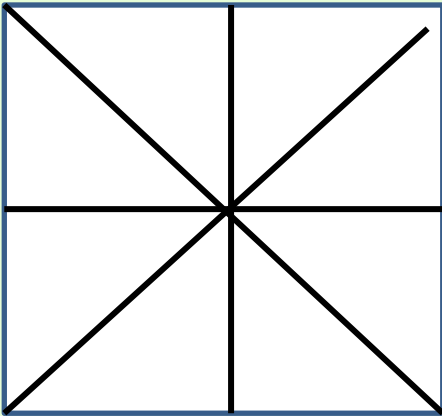
5 Bottom- Up.

There is a clear separation between the psychology of the bottom and the upper part.

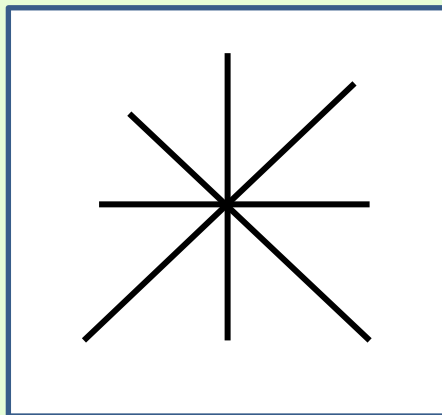
The bottom is the soil, the source, the basement, and hold the foundations. Here we have to put the actions *but also the dark powers*. [?] . In the upper part, you can dream, the ideas are free-floating, it contains the promises (!!! For the advertisers !). Here you can explain your vision. Enlightening will be found in the upper part right. [!]



6 Compositions with different canvas elements of directional layout.

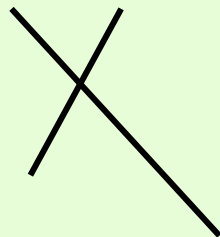
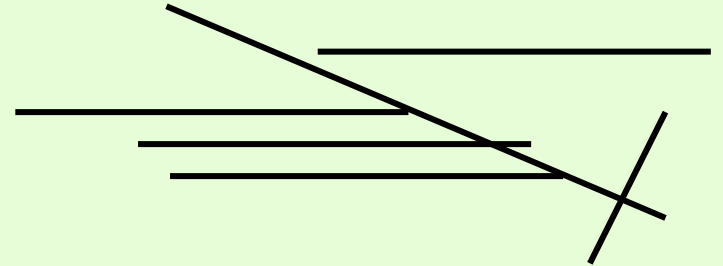
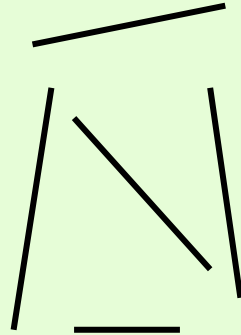


A canvas where all directions are being used is the most flexible and neutral frame where all sentiments of cold, warm, rational, imaginary, stable, and light can be expressed. These compositions can result in still and lyric style.



This canvas composition tends to be dramatic: nor cold nor warm can hold, and action or the ideal fulfillment does not reach the target.

7 Compositions with different canvas elements of directional layout

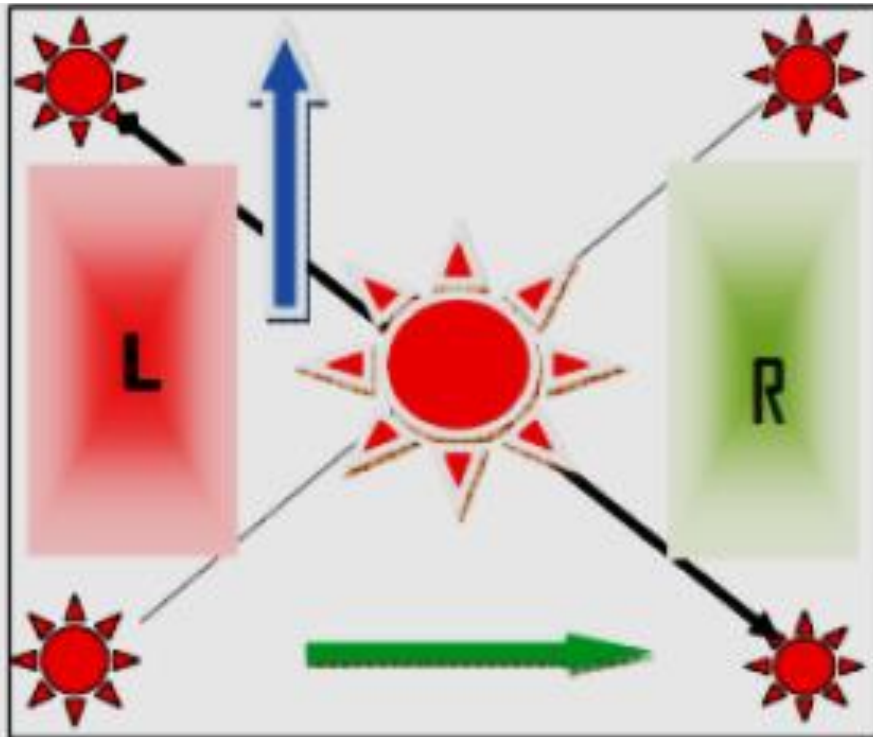


8 Compositions with several elements or topics or subjects.

These compositions can become very complicated when many subjects are involved.

There is a general reading protocol from left to right and from bottom to up where the *attention* will hold at different

points of attraction.

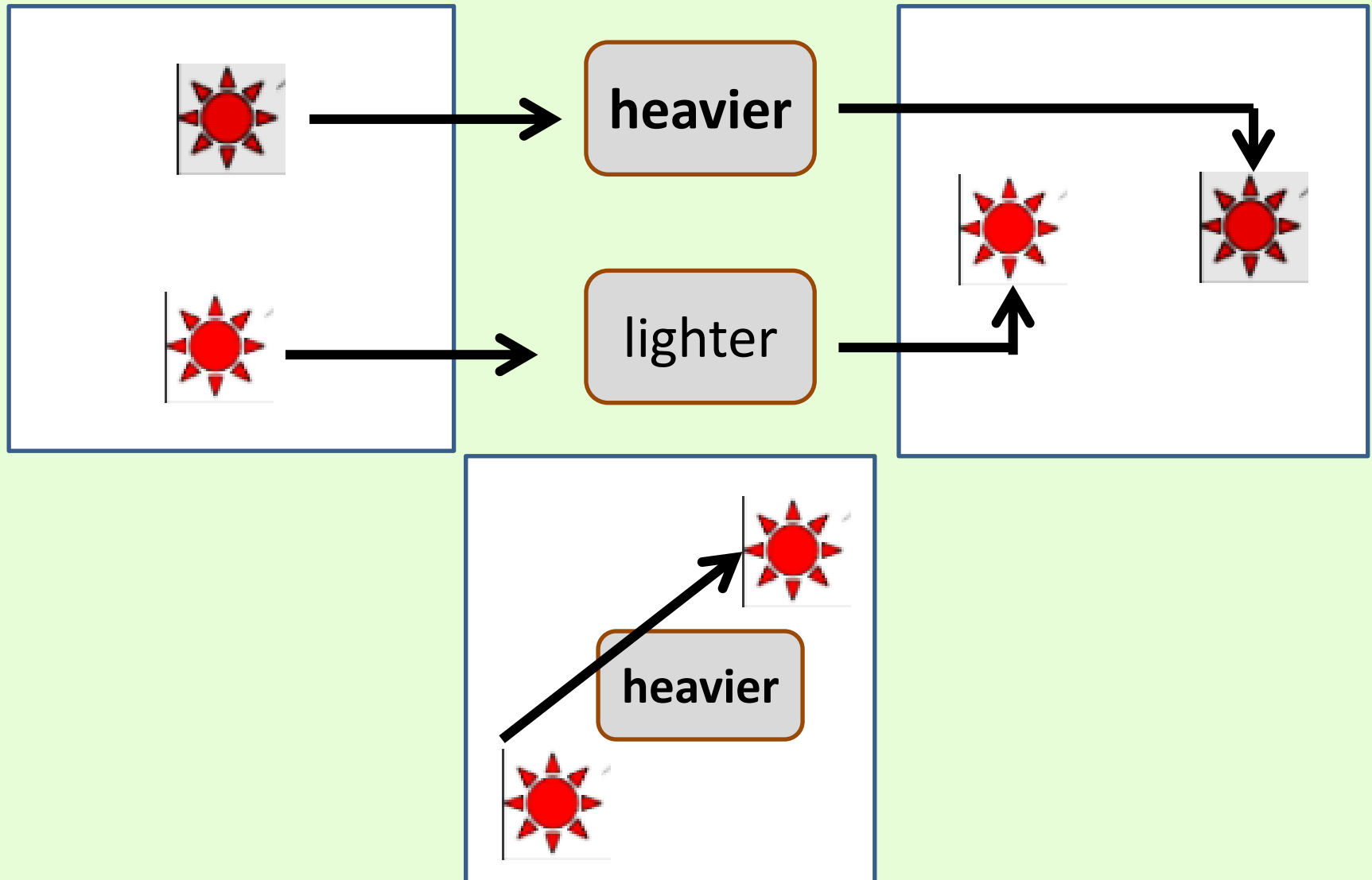


The same part will weight differently, depending on its position in the field.

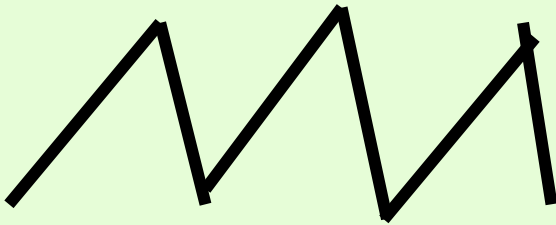
L = at distance

R = toward Home

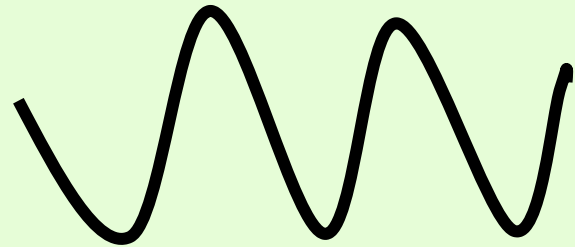
9 Compositions with differ elements or topics or subjects. **Weight.**



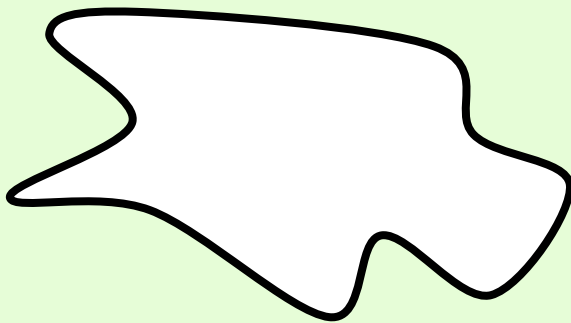
10 Compositions with differ elements or topics or subjects. **Sense Forces.**



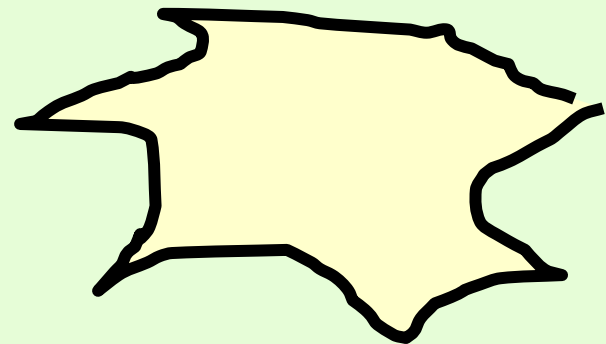
Feels cold



Feels warm

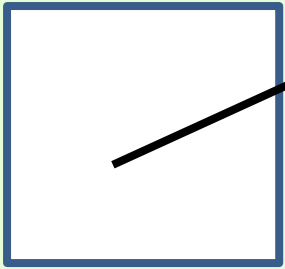


Convexity appears first

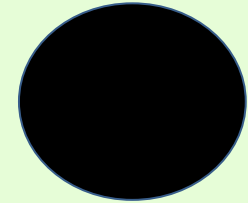
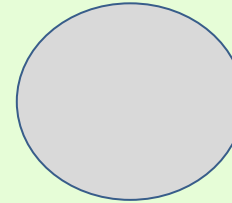
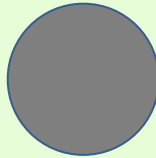
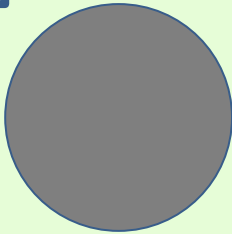


Concavity belongs to the background

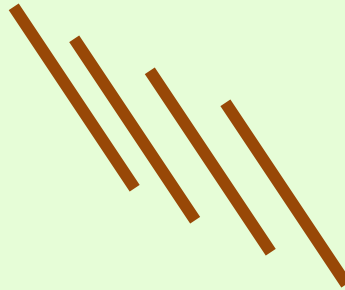
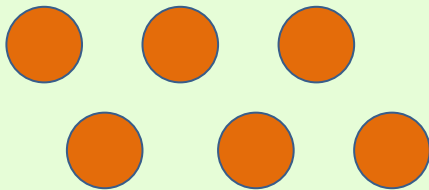
The way to create **MOTION**.



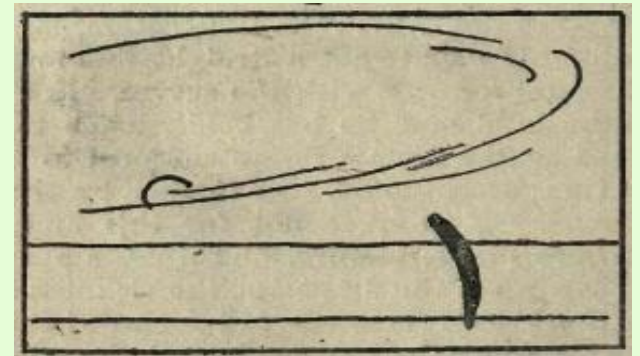
A line in the plane intrinsically indicates *movement*.



A big object repeated by a same small or dark one gives *movement*.

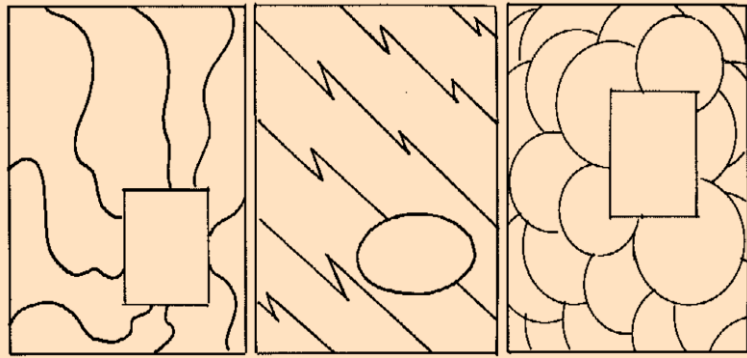


Movement is also created by
Persistence.

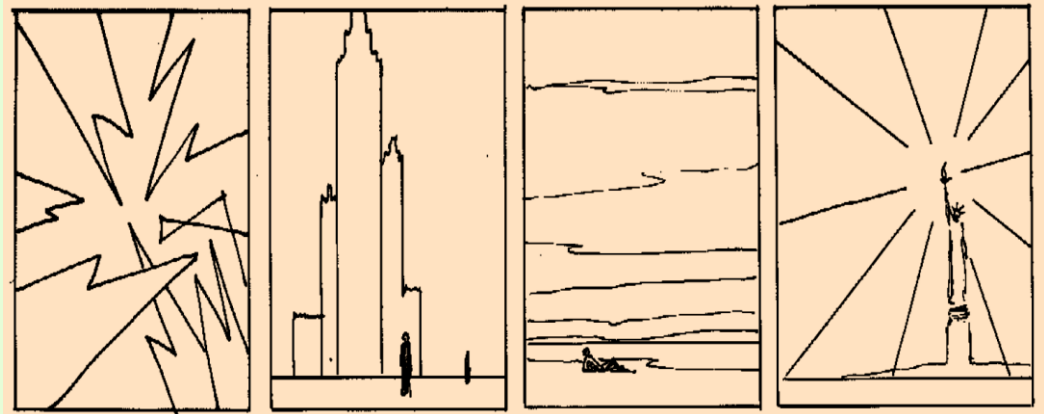


Curves create the
Dynamics.

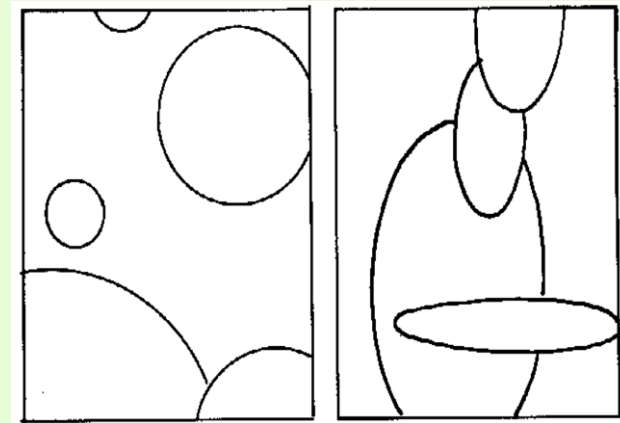
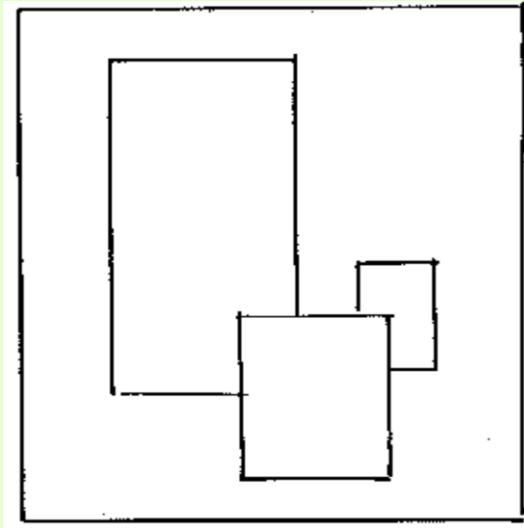
12 Organisations of **Focal Point(s)** and general **Connotations**.



Sharp edges point to instability, aggression and action.
Vertical is inspiring, correct, power, stability.
Horizontal makes it quite, in rest, open for ideas.
Radial is success, ambition, unity and glorious



13 Organisations of Focal Point(s) and general connotations.



Star radiant lines point to attention.

Spiral is emotion, vitality, excitement.

A triangle points to authority, male/female dependent the pointing direction.

Square is stability, materialistic.

Circle is spiritual, heavenly.

Oval is gracious and sensitive.

14 COLORS.

Colors are the most difficult to manage because there are so many rules to match to create a harmonious and comfort feeling.

Colors do have a psychological effect, so have shapes also connotations: Shape and color together can reinforce or weaken each other's sentiment.

In real practice, you will have to match your presentation to the House Style colors of your Company or Brand.

a hint: choose the matching colours with the site:

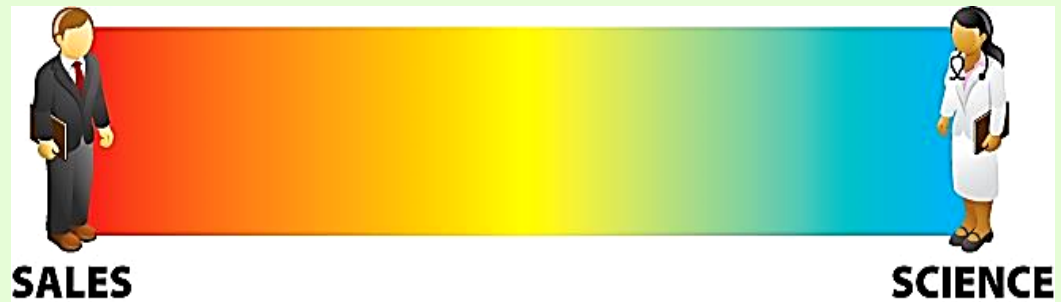
<http://colorscemedesigner.com/>

14 COLORS.



Shapes and Colours have matching connotations.

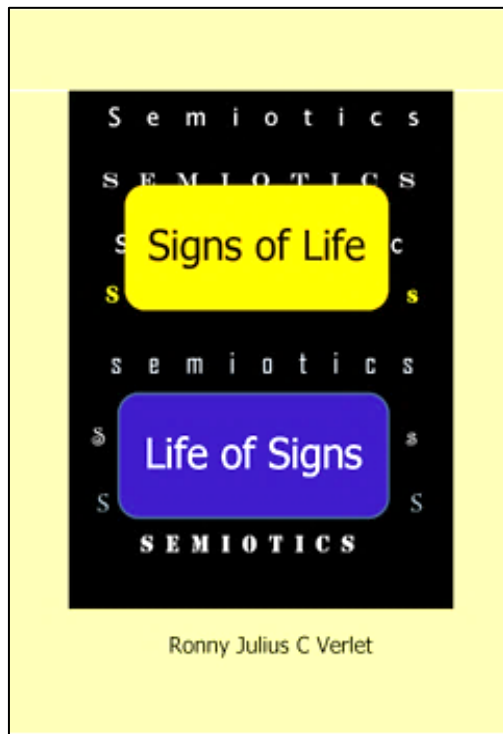
Colors also connote to lifestyle, professions and *rational versus sentiment*.



Keep in mind...



the end



This presentation comes from the book
SIGNS OF LIFE. LIFE OF SIGNS.

By: Ronny Julius C Verlet

Available in full color at
www.peecho.com

Free reading/download at:
<https://www.scribd.com/document/361905022/Signs-of-Life-and-Life-of-Signs-2017>

or

<https://archive.org/details/SignsOfLifeAndLifeOfSigns.2017>

pdf, e-Pub, Kindle